

A department of **MPS**

MILWAUKEE RECREATION **STYLE GUIDE**

MILWAUKEE RECREATION

The purpose of this style guide is to help maintain a consistent use of the Milwaukee Recreation brand identity. In doing so, the organization can create a diverse range of materials that look and feel only like Milwaukee Recreation, providing a distinct visual language and methodology.

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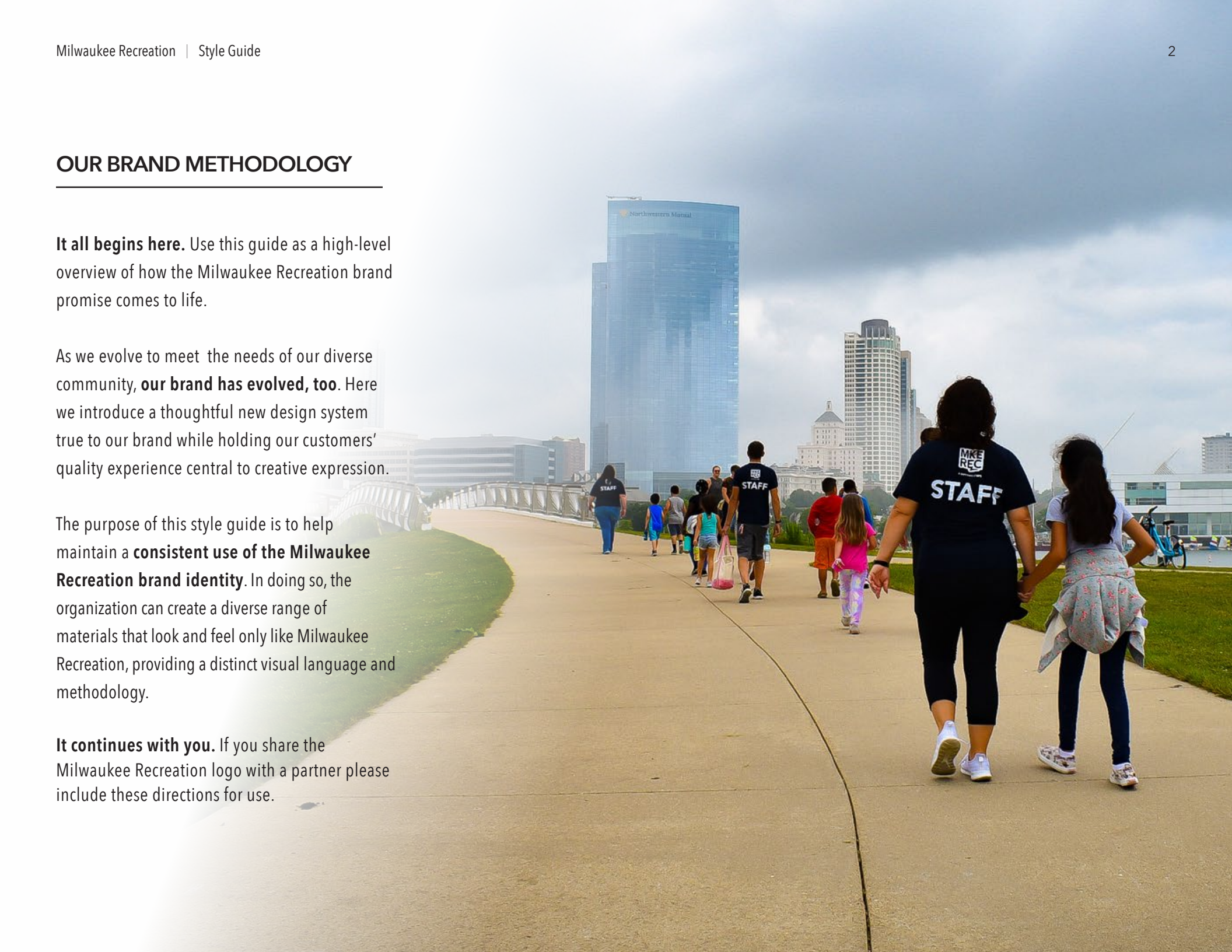
OUR BRAND METHODOLOGY

It all begins here. Use this guide as a high-level overview of how the Milwaukee Recreation brand promise comes to life.

As we evolve to meet the needs of our diverse community, **our brand has evolved, too**. Here we introduce a thoughtful new design system true to our brand while holding our customers' quality experience central to creative expression.

The purpose of this style guide is to help maintain a **consistent use of the Milwaukee Recreation brand identity**. In doing so, the organization can create a diverse range of materials that look and feel only like Milwaukee Recreation, providing a distinct visual language and methodology.

It continues with you. If you share the Milwaukee Recreation logo with a partner please include these directions for use.



MISSION, VISION, & VALUES

Mission

To enrich and strengthen the community through memorable recreational and educational experiences for people of all ages and abilities.

Vision

To be the leading provider of high quality and affordable recreation and community services in Milwaukee.

Values

Equity - Ensuring access to recreation services for all.
Accountability - Taking individual and collective responsibility.
Memorable Experiences - Creating special, distinctive recreation experiences.
Professional Staff - Employing staff who possess the core competencies of the department.
Quality Service Delivery - Exceeding customer expectations through responsive and respectful service delivery.
Sense of Community - Providing services that encourage personal connections and relationships.
Collaborations and Partnerships - Fostering and maintaining partnerships with individuals and organizations that benefit the community.



LOGO (Stacked)

Our logo is the official mark of Milwaukee Recreation. It is the most frequently used asset in our visual library and is an instant signifier for the organization.

Handle with care. A PDF proof of the artwork must also be requested from the vendor and approved by the marketing team before production can begin.

VARIATIONS





Preferred Use - Blue or Black Only | Use on a high contrast background.



Reversed | Use on dark background.





Limited Use - Blue or Black with White Type | Depending on the color of the background, use when more contrast / pop is desired.



Grayscale | Grayscale logo (70% black). Use on high contrast background, where the logo needs to command less attention than other elements in the design.

LOGO (Horizontal)













LOGO USAGE

To ensure that our logo remains consistent and legible, the logo should never be manipulated or distorted.

Handle with care. A PDF proof of the artwork must also be requested from the vendor and approved by the marketing team before production can begin.

PROPER USAGE



The logo should be padded by space that is no less than the distance of the baseline from the symbol to the baseline of the wordmark.



Logo should be used at half inch in width, or bigger.

IMPROPER USAGE

This is not an exhaustive list of misuses, but rather a few examples.



Don't condense or stretch the logo.



Don't tilt, rotate or flip the logo.



Don't place logo on a low contrast background.



Don't remove tagline; logo is incomplete without it.



Don't crop or separate or modify elements of the logo



Don't change the color of the logo. Approved logo colors are navy, black and white.

LOGO USAGE + PROGRAM PARTNER LOGOS

To properly display Milwaukee Recreation and internal program partners' logos please stay true to the following guidelines.

When Milwaukee Recreation shares equal program responsibilities with partnering agencies, all agency logos should be displayed together and hold equal visual weight.

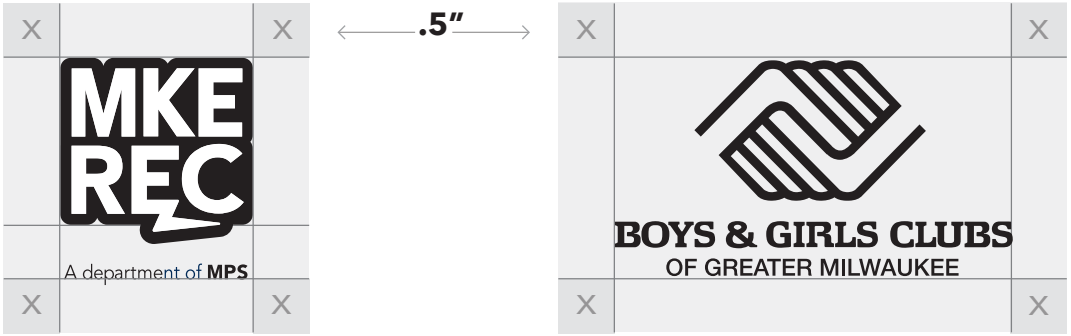
Feature both logos on the same side, if only one print side is available. If printing multiple areas, please make sure the logos are similar size and Milwaukee Recreation logo should be placed in prime location.

Please refer to the examples on this page to ensure proper logo proportions, sizing, and spacing.

Handle with care. A PDF proof of the artwork must also be requested from the partner and approved by the marketing team before production can begin.

FOR APPAREL EXAMPLES SEE PAGE 14.

PROPER MULTIPLE LOGO USAGE



IMPROPER USAGE



Don't reduce the size of the Milwaukee Recreation logo and enlarge the partner logo.

LOGO USAGE + INTERNAL PROGRAM WORDMARK

To ensure that our logo architecture remains consistent and legible, the internal program wordmark should never be manipulated or distorted.

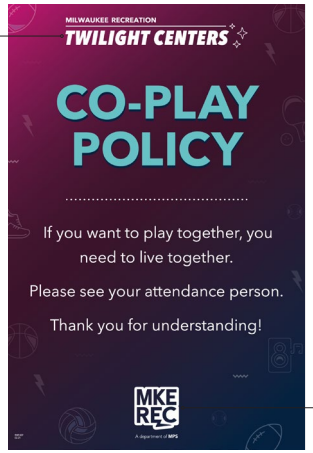
The wordmark must lead with the Milwaukee Recreation name followed by program name.

Color
Program name must feature a color from the brand palette. **See page 12 for all color options**.

Icon
All icons must relate to program.

The Milwaukee Recreation primary logo should always accompany the program wordmark in the composition. See example below:

Wordmark



Primary logo

PROPER USAGE

MILWAUKEE RECREATION
ADULT ESPORTS

MILWAUKEE RECREATION
TWILIGHT CENTERS

Preferred Use - Milwaukee Recreation name always featured first followed by program name. Must include primary Milwaukee Recreation logo in the composition. See example to the left. | Icons may vary, but relate to program. Only approved brand colors are allowed.

MKE REC A department of MPS | TWILIGHT CENTERS

MKE REC A department of MPS | ADULT ESPORTS

MKE REC A department of MPS | Partnership for the Arts and Humanities

Secondary Option - Use secondary lock-up option when only one logo is allowed. Primary Milwaukee Recreation logo followed by program name. | Only approved brand colors are allowed.

EMBROIDERED LOGO USAGE

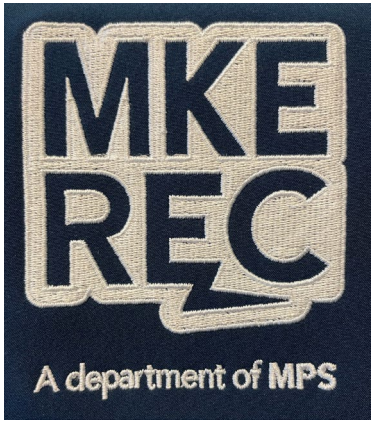
When the Milwaukee Recreation logo is embroidered, it must be a faithful replication of the printed version. The text should not be resized or altered. To achieve the best result, we have found that our logo should be a minimum size of 3″ wide when embroidered.

Milwaukee Recreation must review and approve an embroidered sample before production can begin. The sample will be approved if the embroidery can achieve a "print like" appearance by creating a solid white fill with smooth edges.

Please refer to the example on this page to ensure proper embroidered logo proportions, sizing, and spacing.

Handle with care. A PDF proof of the artwork must also be requested from the vendor and approved by the marketing team before production can begin.

PROPER EMBROIDERED LOGO USAGE



3″

IMPROPER USAGE

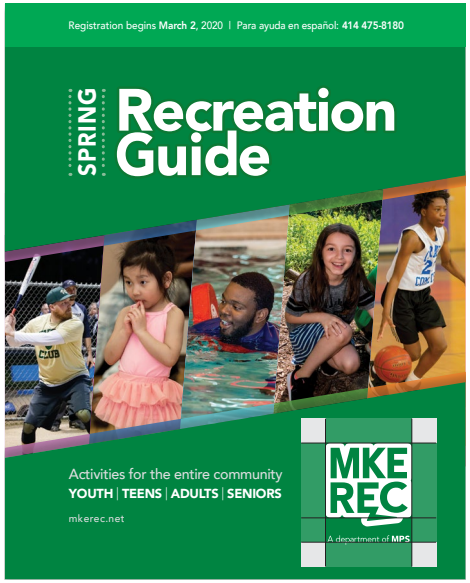


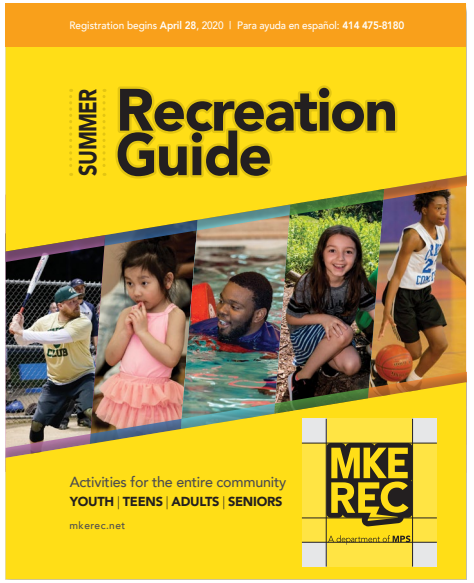
2″

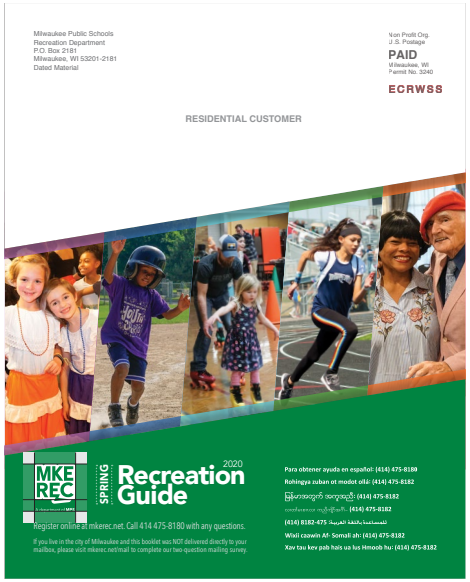
EXAMPLE

This is an example of a guide cover. As illustrated on the front and back, it is laid out with proper spacing around the logo.

RECREATION GUIDE COVER









EXAMPLE

This is an example business card, letterhead, envelope, note card and a pen.

STATIONERY



TYPOGRAPHY

Consistent typography usage is an easy way to strengthen the visual language of our brand. A variety of faces and weights gives us enough flexibility for diverse design challenges while adhering to our tone.

Avenir is our primary typeface and comes with a wide range of weights. Our most frequently used weights are listed to the right. These should be used primarily, but the entire family (i.e. Semibold, Italic) is readily available if needed.

Arial is our supporting typeface. It should be used when Avenir is not available.

HEADLINES, TITLES AND BODY COPY

Primary font

Avenir Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz 0123456789

Supporting font

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

COLOR PALETTE

A wide range of color options are available so that many different moods and tones can be generated. Adaptations to the secondary palette can be used as needed. This palette should be used as a starting point, to be refined for specific needs.

By using standard colors consistently, it will help to maintain brand recognition. Use CMYK and Pantone for lithography and digital printing; RGB for screen.

Primary colors
The primary colors are black, white, blue and gray.

Secondary colors
The primary color palette is supported by a secondary color palette, which includes colors for use online. Colors will vary depending on screen and paper stock used. When printing, it is always best to speak to your printer before hand and to see a test proof.

Other colors will be considered case by case, provided they stay consistent with logo usage.

PRIMARY COLORS

#00000
C:0 M:0 Y:0 K:100
R:0 G:0 B:0

#ffffff
C:0 M:0 Y:0 K:0
R:255 G:255 B:255

#002957
C:100 M:71 Y:9 K:56
R: 0 G: 41 B: 87
PMS: 281 (Alternative: 280)

#4D4D4D
C:65 M:58 Y:57 K:37
R: 77 G: 77 B: 77

SECONDARY COLORS

#63c9d5
C:56 M:0 Y:17 K:0
R:99 G:201 B:213

#3770b0
C:79 M:50 Y:0 K:7
R:55 G:112 B:176

#009bab
C:96 M:3 Y:30 K:9
R:0 G:155 B:171

#006376
C:90 M:30 Y:30 K:36
R:0 G:99 B:118

#b56bac
C:29 M:69 Y:0 K:0
R:181 G:107 B:172

#d2232a
C:15 M:100 Y:100 K:0
R:210 G:35 B:42

#8f171a
C: M:0 Y: K:0
R:143 G:23 B:26

#ffde17
C:0 M:10 Y:95 K:0
R:255 G:222 B:23

#f9a01b
C:0 M:43 Y:100 K:0
R:249 G:160 B:27

#f5822b
C:0 M:60 Y:94 K:0
R:245 G:130 B:43

#58a847
C:64 M:0 Y:93 K:13
R:88 G:168 B:71

#00a854
C:87 M:3 Y:94 K:0
R:0 G:168 B:84

#008441
C:95 M:3 Y:98 K:25
R:0 G:132 B:65

PHONE AND EMAIL

Phone
To build brand recognition, phones must be answered in a consistent way and voicemails must be similar, as shown in the examples to the right.

Email
This is an example of what all Milwaukee Recreation staff email signatures will look like. A version will be emailed out for each person to copy, paste, and edit. Each line must be the specified font, style, and size, and the horizontal logo must be used.

ANSWERING THE PHONE AND VOICEMAIL

Phone Script:

One example for answering the phone is: "Milwaukee Recreation, this is _____."
Feel free to add your own affectations when answering, such as "Good Morning," or "How may I help you?" The only requirement is that the greeting must include the full department title, "Milwaukee Recreation," and your name.

Voicemail Script:

Line 1: Hello, this is _____ with Milwaukee Recreation. **(required)**
Line 2: [Insert your own message here.] Example: "Please leave a detailed message and I'll return your call soon." **(personalize as needed)**
Line 3: If you need immediate help, please dial 0. **(required)**

EMAIL SIGNATURE

Name
Title from Business Card
Milwaukee Recreation
CAPRA Accredited
5225 W. Vliet St. Rm. 162
Milwaukee, WI 53208
P: 414.555.5555 • C: 555.5555
Facebook • Instagram • YouTube • LinkedIn



Arial - Black - Bold - 12pt

Hyperlink to Website and CAPRA landing page - Arial - 11pt

Arial - Black - 11pt

Hyperlinks to Social - Arial - 11pt

Horizontal Logo, Line Up with LinkedIn Link

STAFF UNIFORM

To build brand recognition and consistency, all part-time staff will be required to wear the navy blue staff shirts shown while working. As an exception, safety, grounds keeping, and sports officials will wear the highlighter yellow staff shirt.

If you need new t-shirts for your part-time staff, please check the warehouse supply. If shirts are no longer available, you can place a new order using our vector artwork (front and back). Please follow these specs when placing your order. All t-shirt orders must be approved by your supervisor. A PDF proof of the artwork must also be requested from the vendor and approved by the marketing team before production can begin.

Front Logo File
Back Logo and Staff File

IMPROPER USAGE

This is not an exhaustive list of misuses, but rather an example.



SHIRTS



DESIGN DETAILS

LOCATION: Left Chest
ART SIZE: 2" wide x 2.2" Tall
ART COLOR: White



DESIGN DETAILS

LOCATION: Back
ART SIZE: 10" wide x 9.8" Tall
ART COLOR: White

LOGO USAGE + INTERNAL PROGRAM PARTNER LOGOS

When Milwaukee Recreation shares equal program responsibilities with partnering agencies, all agency logos should be displayed together and hold equal visual weight.

Feature both logos on the same side, if only one print side is available. If printing multiple areas, please make sure the logos are similar size and Milwaukee Recreation logo should be placed in prime location.

Please refer to the examples on this page to ensure proper logo proportions, sizing, and spacing.

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SHIRTS



BRANDED ACCESSORIES



SOCIAL MEDIA

We believe the power of recreation and community extends across all platforms. Our new design system connects our core brand promise with our online communities.

Milwaukee Recreation Social Media Channels
Facebook: facebook.com/MilwaukeeRecreation
YouTube: youtube.com/user/milwaukeerecreation
Instagram: instagram.com/milwaukeerecreation
Twitter: twitter.com/mkerec
MeetUp: meetup.com/Milwaukee-Recreation
Additional Accounts: NextDoor, Reddit, Snapchat

SOCIAL MEDIA BRANDING



Profile Photos - Use white or black stacked Milwaukee Recreation logo. Background color rotates to match the color of that season's Recreation Guide cover.

Cover Photos - Use photos and colors to match that season's Recreation Guide cover.



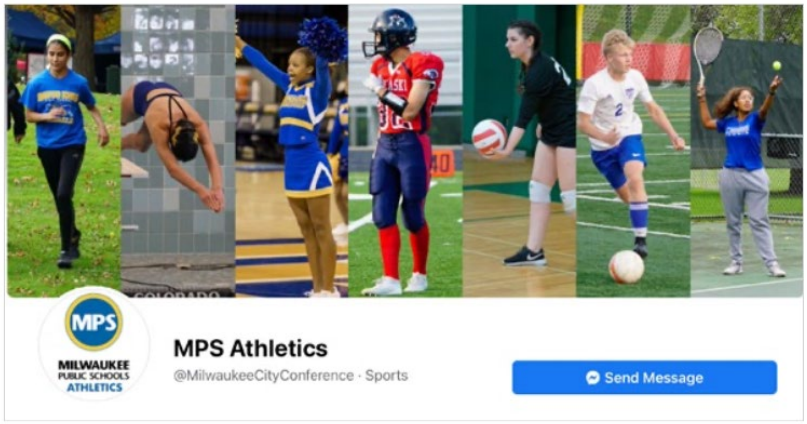
Facebook Photos - To properly brand the single photo accompanying traditional posts promoting courses in the guide, please use the Navy Blue Logo Template file. | Photos included in photo galleries do not need to be branded with the navy blue color bar and logo.

SOCIAL MEDIA

MPS Athletics Facebook Page
Facebook: facebook.com/MilwaukeeCityConference
Instagram: instagram.com/milwaukeecityconference

Program-Specific Facebook Pages
Twilight Centers: facebook.com/TwilightCenters
Adult Sports: facebook.com MilwaukeeRecreationAdultSports
Beulah Brinton: facebook.com/BeulahBrintonMKEREC
Hawthorn Glen: facebook.com/HawthornGlenOE

MPS ATHLETICS BRANDING



Profile Photos - Stacked MPS Athletics Logo.

Cover Photos - Images of all sports ongoing for that season.

BRANDING ON ALL OTHER PROGRAM-SPECIFIC FACEBOOK PAGES



Profile Photos - Photo of activity with appropriate color bar and horizontal Milwaukee Recreation white logo.

Cover Photos - Program-specific photos in the style of the Recreation Guide cover. Background color matches the color bar of the profile photo. Images do not need to rotate seasonally with the new Recreation Guide.

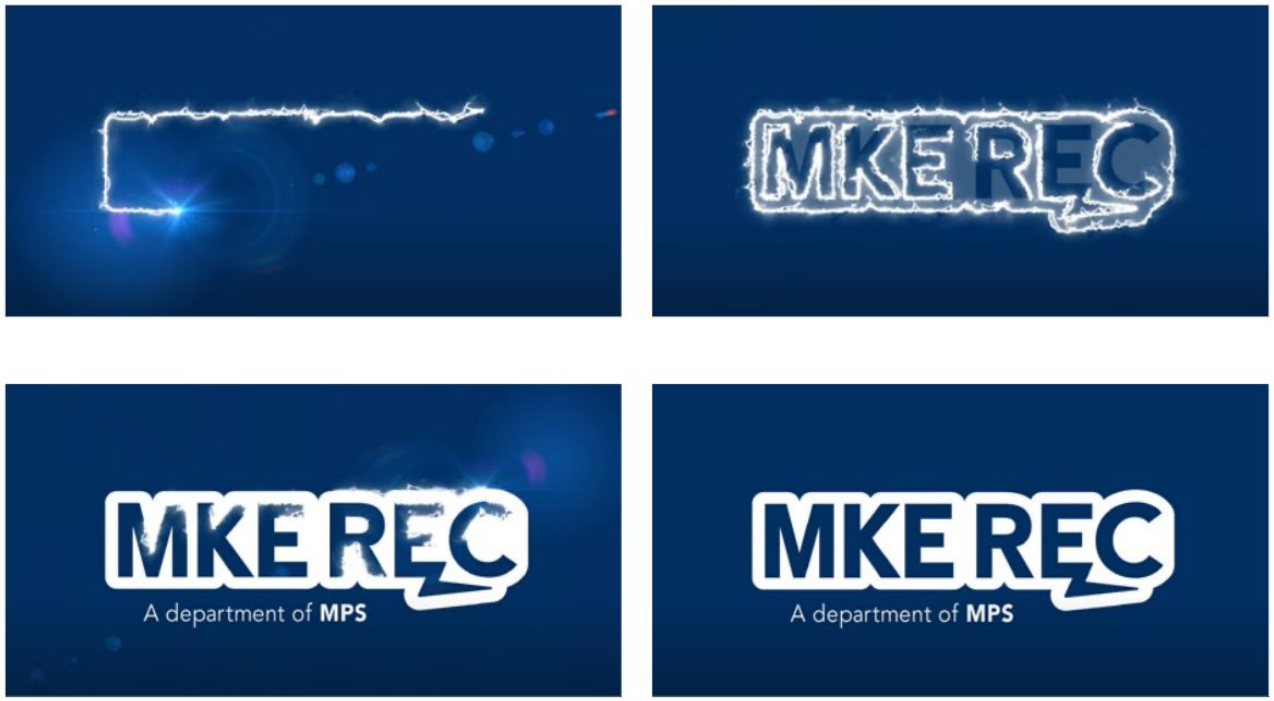
ANIMATION AND VIDEO

Visual storytelling matters. The narrative of each story will follow its own journey and arc. To create consistency among the diverse stories we tell, please incorporate the following elements.

Logo Animation
Begin with the Milwaukee Recreation logo animation.

Music
All music used for Milwaukee Recreation videos should be licensed and royalty-free. To meet these criteria, we purchase all music licenses from PremiumBeat.com. This prevents our videos from being flagged for copyright violation on YouTube and other social media channels.

ANIMATION



Animation - Milwaukee Recreation has several logo animations available. At least one logo animation should be used in all department videos, at the discretion of the video editor.

ANIMATION AND VIDEO

Lower Thirds
If a lower third is added to a video, please use one of the following formats for the copy:

If the video includes speakers from multiple organizations (i.e. speakers from Milwaukee Recreation and a partner organization):
Full Name
Organization
Position Title

If the video only includes speakers from one organization/event (i.e. all speakers from Milwaukee Recreation):
Full Name
Position Title

Design of the lower third is at the discretion of the video editor. A logo may be added to lower third, if appropriate (at the discretion of the video editor).

LOWER THIRDS BRANDING







A department of **MPS**

MILWAUKEE RECREATION **STYLE GUIDE**

LAST UPDATE: 07.24.24